

MAIL TO:  
Office of the Attorney General  
Registry of Charitable Trusts  
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Sacramento, CA 94203-4470

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Sacramento, CA 95814  
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<http://ag.ca.gov/charities/>

## COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

### ANNUAL FINANCIAL REPORT FOR 2004

(California Government Code Section 12599)

Failure to file annual financial report by January 30<sup>th</sup> annually for each calendar year of solicitation may result in late fees as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fundraiser:

G+M Public Relations Inc.

Name of commercial fundraiser

4429 E Village Road

Address of commercial fundraiser

Long Beach CA 90808

City, State, and ZIP Code

Name and Address of Charitable Organization:

CT No. 004304

F.E.I.N. No. 95-398-2067

Association for Los Angeles Deputy Sheriffs Inc.

Name of charity

828 W Washington Blvd

Address of charity

Los Angeles CA 90015-3310

City, State, and ZIP code of charity

Figures from (check one): National Campaign ☐ California Campaign ☒

Telemarketing / Direct mail

(Type of activity)

held (on) (from) January 1, 20 04, to December 31, 20 04

(Date or dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenues? Fee ☐ Percentage ☐ Other ☐

If other, provide brief explanation \_\_\_\_\_

#### 1. REVENUE

A. Cash contributions

B. Entertainment sales or admission charges

C. Sales from products

D. Advertisement sales

E. Membership fees

F. Other sources: (Specify)

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

G. TOTAL REVENUE

481,379.50

A.

B.

C.

D.

E.

F.

Fa.

Fb.

Fc.

Fd.

481,379.50 G.

#### 2. EXPENSES

A. Fees or commissions

B. Salaries

C. Payroll taxes

D. Employee benefits

E. Cost of merchandise for resale

F. Cost of entertainment

G. Postage

H. Advertising

I. Telephone

J. Rental of equipment

K. Facilities charge

L. Permits

M. Other expenses: (Specify)

a. Printing

b. Promotional Material

c. Office Supplies & Expense

d. Office Rent

N. TOTAL EXPENSES

E. Employee Recruiting

F. Legal and Accounting

G. Insurance

H. Payroll service

I. Transportation / Auto

J. Corporate Income Tax

K. Computer Expense

(13,522.82)

241,136.02

20,227.21

12,017.79

21,695.14

542.52

17,919.26

7,370.04

24,293.17

9,147.21

2,442.11

8,860.27

10,903.78

2,782.60

7,173.91

10,188.82

1,926.57

A.

B.

C.

D.

E.

F.

G.

H.

I.

J.

K.

L.

Ma.

Mb.

Mc.

Md.

385,103.60 N.

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3. Amount to charity (subtract line 2N from line 1G) 96,275.90 3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity) 0 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) 0 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) 96,275.90 6.

7. (a) Does any officer, director, partner or owner of the commercial fundraiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the commercial fundraiser has contracted to solicit?

☐ Yes ☒ No If "yes" complete the following:

Name of officer, director, partner or owner of commercial fundraiser	Name and address of charitable organization	Relationship of officer, etc. to charitable organization

- (b) For each affiliation identified in 7(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.